


Why Apple?

**A BUSINESS PROPOSITION
FOR DEVELOPERS**



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Apple Computer

Dear Developer,

I'd like to take this opportunity to thank each of you personally for the crucial contributions you have made to the success of Apple Computer. Your imagination, expertise, insight, and determination have moved us from a garage in Cupertino into millions of businesses, homes, and schools. And we know that you are an equally essential part of our future. A future full of challenges as well as opportunities—for all of us. Together, our responses to these challenges and opportunities will move this industry into the next century.

As Apple's CEO and Chairman of the Board, it is my commitment to you to respond in ways that will ensure that Apple can continue to provide a steady stream of innovative technologies on which you can build. Ways that will open new markets to both of us. And most important, ways that will ensure your success, so that you can continue to build the high-quality, easy-to-use solutions that have inspired unparalleled loyalty in millions of customers.

The industry megatrends are now more evident, confirming the arrival of the information age and setting new rules. Winning will require new strategies. *Focus* and *leverage* are key watchwords for us.

Focusing on our core strengths—ease of use, multimedia, communications, and mobility will provide you with the best technologies and tools for building distinctly superior customer solutions. And leveraging established markets and opening new ones through enthusiastic worldwide licensing of our platforms and technologies will expand the business opportunities for all of us.

Openly sharing our plans with you—more openly than ever before—is central to our strategy. The pages that follow discuss our strategy and our business proposition to you in greater detail. And, of course, you can always find even more detailed, up-to-the-minute information on our developer World Wide Web site.

We are looking forward to the future and we invite you to join us in doing what, together, we have always done best: seizing opportunities, overcoming challenges, and delighting customers with creative and compelling personal computing solutions.

Warm regards,

A handwritten signature in dark ink, appearing to read "Gil Amelio". The signature is fluid and cursive, with a large, stylized "G" and "A".

Gil Amelio

CEO and Chairman of the Board
Apple Computer, Inc.

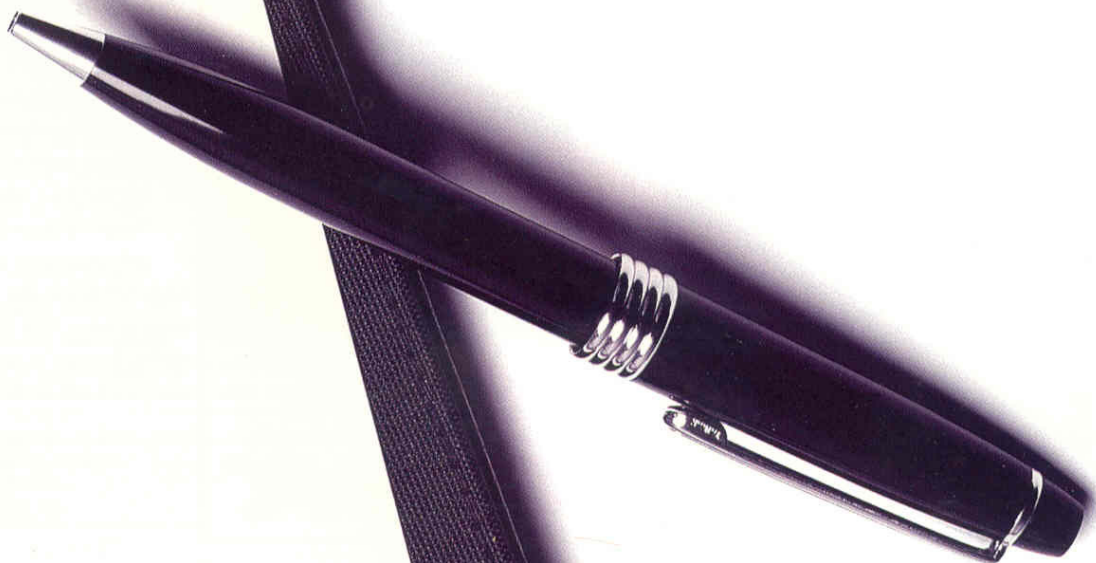


Apple Computer, Inc.

1 Infinite Loop

Cupertino

CA 95014





REINVENTING THE FUTURE

Apple has been changing the world since day one, and we've only just begun. Our vision is clear and has strong roots: to bring the power of computing to "the rest of us." To deliver simple, powerful, quality information products and services to enhance the way people create, communicate, and learn.

We have aligned our strategy to capitalize on industry megatrends. By bringing our superior user

A solid strategy for our

user value

DELIVER DISTINCTLY SUPERIOR USER VALUE

Apple has always put the user at the center of all we do: simplifying the complex, making the intimidating accessible. Continuing this dedication, we are focused on delivering distinctly superior user value in five key areas:

> **USER EXPERIENCE**

Delivering a user experience that delights our customers throughout the life of Apple product ownership.

> **COMPATIBILITY**

Ensuring compatibility with the broadest selection of applications.

> **PERFORMANCE**

Delivering high-performance systems that enable people to communicate complex notions using rich media.

> **CONNECTIVITY**

Providing easy connectivity based on industry-standard protocols for anytime, anyplace communications.

> **INDUSTRIAL DESIGN**

Designing elegant products that fit individual needs and environments.

Apple will deliver this value to a broad range of users, from those we've been serving for years to new information age enterprises still on the horizon.



"TO SEE TOMORROW'S PC, LOOK AT
TODAY'S MACINTOSH®"

BYTE magazine, October 1995

PowerPC

experience and multimedia expertise to the Internet, we'll make "cyberspace" as media-rich and easy to use as the Macintosh. And extending the Macintosh metaphor to the emerging world of "information appliances" promises new opportunities for us all. You—our developers—are invaluable to making our vision a reality. We come to you with a commitment to cooperation, a dedication to our mutual success, and the support to back it up.

To succeed, Apple must reduce its cost structure and improve efficiencies, and we've set some dramatic targets to do so—like 50 percent fewer product models within 12 months. We'll focus on customization where it counts—close to the user—while standardizing on a unified architecture at the core of the hardware/software interface. For developers, this streamlining means reduced testing and support costs which can translate into faster time-to-market and higher return-on-investment.

STREAMLINING OUR BUSINESS

mutual success.

CAPITALIZE ON MEGATRENDS

Apple's talent for making complex technology simple uniquely positions us to capitalize on three industry megatrends:

- > **PERVASIVE MULTIMEDIA**
Already the worldwide leader, Apple is taking multimedia to the next frontier by integrating a media layer—virtual reality, speech recognition, and 3D capabilities—directly into the Mac OS, providing users and developers immediate access to the broadest and richest range of media.
- > **PERVASIVE, STANDARDS-BASED CONNECTIVITY**
Leveraging our expertise in ease of use and multimedia, we are defining the media-rich user experience for the Internet, making it as easy to use as the Macintosh.
- > **TECHNOLOGY CONVERGENCE**
Deploying our technologies beyond the PC market, we are delivering low-cost, easy-to-use "information appliances" such as Pippin and Newton.

And to ensure the broadest possible market for our products and yours, we are aggressively licensing technologies that take advantage of these megatrends.



APPLE'S APPROACH TO THE INTERNET REFLECTS A MOVE TOWARDS OPEN STANDARDS AND AN OPEN BUSINESS MODEL.

#1 Number one multimedia authoring platform worldwide.
DATAQUEST, 1995

FOSTER DEVELOPER SUCCESS

Developers are critical to Apple's success—if you win, we win—and we want to make working with us as easy and delightful as working with our computers.

Our dedication to your success begins with open communications about our plans so you can help shape them for our mutual success. We offer a rich set of tools to maximize your productivity and help you easily take advantage of differentiating technologies. Our training and technical support resources help you build best-of-class products—fast. And an expanded range of marketing programs will help you monitor the latest trends, generate demand, and reach our installed base of customers. Whether you're a one-person shop or a global corporation, we're here to help you succeed. Working *together* is how we'll win, and we're looking forward to working with you.

APPLE ASSIST IS FOCUSED ON ENSURING CUSTOMER SATISFACTION OVER THE LIFE OF APPLE PRODUCT OWNERSHIP. THIS INCLUDES PUTTING CUSTOMERS IN TOUCH WITH DEVELOPERS WHOSE SOLUTIONS MEET THEIR NEEDS, AS WELL AS IMPROVING DEVELOPER ACCESS TO OUR INSTALLED BASE OF CUSTOMERS.

Developer →

\$20M

At the 1996 Worldwide Developers Conference, Apple CEO Gil Amelio announced incremental funding of \$20 million to promote developers' market success in the next 12 months.

VALUABLE ASSETS A big, growing installed base. Technology and market leadership. A vibrant, innovative developer community. These assets, combined with the legendary ease of use of Apple® products and our globally recognized brand, led to record unit sales of more than 4.5 million computers in 1995, and made us the highest-volume supplier of powerful RISC-based computers.

A rich foundation

growing

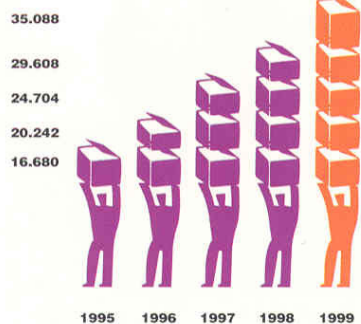
BIG, GROWING INSTALLED BASE

Fifty-eight million users. An installed base of more than 24 million computers worldwide. Apple customers represent a significant revenue opportunity for developers.

Not only is the installed base big, it's growing. In 1995, we sold more personal computers to more people than ever before: 4.5 million. And we continue to ship more than a million units per quarter today, with Mac OS licensing and the PowerPC common hardware reference platform promising accelerated growth opportunities in the future. The worldwide personal computer market is growing at nearly 20 percent per year, with the biggest gains coming from outside the United States—markets where Apple has a strong presence. Our international revenues grew 25 percent in 1995, accounting for almost half of our total net sales for the year.

"PEOPLE OVERLOOK THAT APPLE IS AN \$11 BILLION COMPANY AND THERE ARE PLENTY OF BUSINESS OPPORTUNITIES FOR DEVELOPERS."

Rick Wyand, CEO,
STF Technologies, Inc.



PROJECTED WORLDWIDE
INSTALLED BASE OF MAC OS-BASED
PCS (IN MILLIONS)

INTERNATIONAL DATA CORPORATION, JULY 1995

59% of Apple's revenues came from outside the United States in the first quarter of 1996, ensuring a healthy demand for developers' global products.

Our biggest asset: millions of loyal, satisfied, passionate customers. We tied for first place in overall customer satisfaction in the 1995 J.D. Powers and Associates study. And a 1995 PC World study ranked Apple number one for reliability and service. Whether you're a new developer just starting out, or an established one looking to expand cross-platform, Apple offers a rich foundation for enhancing the bottom line of your business.

Licensing remains an essential component of Apple's growth strategy. We aim to open new avenues of innovation and ensure a critical mass of target platforms for developers. Working with licensees such as Motorola, Power Computing, and Bandai Digital Entertainment, we are expanding into new markets and increasing our presence in existing ones. The expected result: bigger business opportunities for developers. Apple is pursuing licensing on several fronts:

MAC™ OS AND PLATFORM EXTENSIONS

OPENDoc®

POWERPC™ COMMON HARDWARE REFERENCE PLATFORM

NEWTON®

PIPPIN™

LICENSING: EXPANDING THE PLAYING FIELD

for growing your business.

LOYAL, SATISFIED CUSTOMERS

Apple customers are extremely loyal. Not only do they exhibit one of the highest repeat purchase rates in the industry, they help generate demand for your products and ours by spreading the word. According to the IDG 1995 Brand and Buying Process survey, 39 percent of our customers go so far as to describe themselves as "missionaries" for the Apple brand.

As personal computers increasingly become commodities in the market, brand is becoming a more influential purchasing factor. In March 1996, *FORTUNE* magazine reported that "brands are back," citing steady increases in consumer advertising spending—one of the best tools for building brand equity—and corresponding decreases in promotional spending. In this changing landscape, the well-known Apple brand becomes that much more valuable.



ONE OF A HANDFUL OF GLOBALLY RECOGNIZED CORPORATE SYMBOLS, APPLE'S LOGO IS SYNONYMOUS WITH QUALITY, CREATIVITY, INNOVATION, AND PRODUCTIVITY.

90% of Macintosh customers buy Macintosh again when making a second purchase.
COMPUTER INTELLIGENCE INFOCORP, 1995

30% Macintosh users buy 30 percent more software than the average Windows user.
INTERNATIONAL DATA CORPORATION, 1995

"YES, THE WINTEL MARKET IS BIGGER, BUT THE MACINTOSH MARKET IS MORE MANAGEABLE, MORE PROFITABLE, AND FORECASTED TO GROW AT LEAST AS FAST OR FASTER OVER THE NEXT FIVE YEARS."

International Data Corporation,
September 1995

\$1.4B Mac OS worldwide software revenues reached \$1.4 billion in 1995. Nearly 20 million units were shipped.
SOFTWARE PUBLISHERS ASSOCIATION, 1995

ACCESSIBLE, PROFITABLE MARKETS

Competition for customers' attention has never been more fierce. However, since Apple markets are more accessible, Apple developers have an advantage: Getting your message heard costs less because you don't have to shout as loud. And Apple technologies such as WorldScript® ensure that your products are world-ready from the start, providing fast entry into global markets. Combine this accessibility with lower development and support costs, and it adds up to a higher return on investment.

If you're a new developer, you can take advantage of this by establishing your presence in the Macintosh computer market first, then leveraging that visibility cross-platform. For Windows developers, Apple platforms represent a solid opportunity to expand your business and enhance your bottom line.

"AS A SMALL DEVELOPER, IT'S EASIER AND LESS EXPENSIVE TO SELL MAC OS PRODUCTS THAN WINDOWS PRODUCTS BECAUSE OF THE STRONG MAC OS MAIL-ORDER CHANNEL. WITH TWO PHONE CALLS I CAN REACH TWO RESELLERS THAT OWN 75 PERCENT OF THE MAC OS MAIL-ORDER BUSINESS."
Cbris Calande, Bit Jugglers

EDUCATION WITHOUT BOUNDARIES Apple's leadership in education is legendary. Our computers are the undisputed brand of choice, accounting for more than 60 percent of the installed base in K-12 schools in the United States. Together, K-12 and higher education represent more than 20 percent of our worldwide sales, which allows us to regularly invest significant resources in maintaining that leadership.

As we approach the twenty-first century, the idea of schools without boundaries is at the heart of Apple's education vision. With multimedia, the Internet, and mobility as driving forces, education today means learning can take place anywhere, at anytime, with anyone. Have an idea that will help redefine learning for the next generation? Apple platforms can help make it possible.

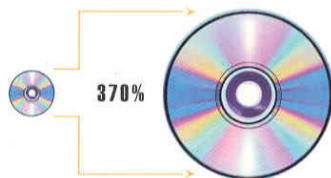
A leading role in school

K - 1 2

Schools are embracing technology, finding new ways to integrate computers into their curriculum. According to the Software Publishers Association, total spending by K-12 schools on learning software increased 34.5 percent between 1994 and 1995, from \$420 million to \$565 million.

Apple technologies and third-party solutions are working together to make new ways of learning possible. Middle-school students in Michigan, for example, use their Macintosh computers to log on to the Web each week and participate in a virtual archeological excavation 6,000 miles away in Egypt.

63% of all computers used in United States public schools come from Apple.
QUALITY EDUCATION DATA, 1995-96



SINCE 1992, THE NUMBER OF UNITED STATES K-12 SCHOOLS WITH CD-ROM DRIVES HAS NEARLY QUADRUPLLED, FROM 13 PERCENT TO 48 PERCENT.
QUALITY EDUCATION DATA, 1995



Education **S**olution **P**rovider
Membership Program

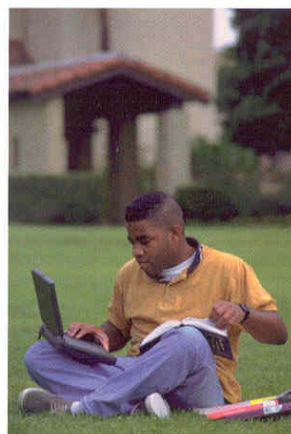
THE APPLE EDUCATION SOLUTION PROVIDER (ESP) PROGRAM PROVIDES MARKETING SUPPORT THAT CAN INCREASE VISIBILITY AND SALES OF YOUR EDUCATION SOLUTIONS.

higher

HIGHER ED

Higher education faces new challenges: preparing a changing workforce; managing the information explosion; and coping with a larger, more diverse student population. Technology solutions that can help link people to resources, create new communities in which interactive learning can thrive, support collaboration regardless of physical location, and enhance workflow efficiency are in demand. Join Apple in opening new opportunities in instruction, teaching, research, and collaborative learning.

29% of college students who own a computer own an Apple computer—that's **11 percent more than our nearest competitor.**
ROPER COLLEGE TRACK, 1994



APPLE AGGRESSIVELY DISCOUNTS AND DISTRIBUTES ITS PRODUCTS TO STUDENTS THROUGH AN ESTABLISHED NETWORK OF CAMPUS RESELLERS.

THE HARVARD BUSINESS SCHOOL RECENTLY STANDARDIZED ON POWER MACINTOSH, WITH ITS INTEGRATED VIDEO ON DEMAND FUNCTIONALITY, OVER WINDOWS 95-BASED SYSTEMS, FOR ITS EXECUTIVE EDUCATION PROGRAMS.

NUMBER ONE IN EASE OF USE *Apple sells more computers into the home market—where families and first-time buyers value ease of use, reliability, and compatibility—than into any other market worldwide. And our home users aren't stopping at the software that came with their computers. They're out buying more.*

Analysts predict that digital data flowing into homes will do so increasingly through new kinds of devices, such as "smart" phones and television set-top boxes. Enter Pippin. Designed by Apple and first licensed to Bandai Digital Entertainment, Pippin is a low-cost CD-ROM "network computing" platform that allows users to play multimedia software and connect to the Internet via a modem, using a television as a display. Titles developed for Macintosh can be easily modified to run on Pippin; Pippin titles will run unmodified on Macintosh systems.

PIPPIN: A NEW APPLE ON THE HOME HORIZON

and at home.

LEARNING AT HOME

Families are using Macintosh computers to augment what children learn in the classroom and to provide a central place for the lifelong pursuit of knowledge. From math, reading, and science programs to multimedia encyclopedias to tours of the solar system—educational software knows no bounds. And as more and more homes connect to the Internet, families are eager for solutions that help them harness that universe of information so they can learn in innovative ways.



#1 Apple Computer has the largest worldwide installed base of home personal computers.

INTERNATIONAL DATA CORPORATION, 1995

BRING LEARNING HOME IS AN OUTREACH PROGRAM LED BY APPLE, THE NATIONAL GEOGRAPHIC SOCIETY, THE PUBLIC BROADCASTING SERVICE, SCHOLASTIC, AND THE COMPUTER LEARNING FOUNDATION. IT'S DESIGNED TO STRENGTHEN THE CONNECTION BETWEEN CLASSROOM AND HOME LEARNING.



PLAYING AT HOME

The Macintosh game market took off in 1994 and hasn't slowed down since. Ease of use, the power of RISC, and leading-edge multimedia technologies continue to attract many enthusiastic gamers to the platform. New capabilities such as virtual reality and three-dimensional technologies offer developers opportunities to create breakthrough applications, including games that can be played with others over a local area network, or remotely over the Internet.

"ABSOLUTE ZERO, OUR FIRST POWER MAC-ONLY GAME, SOLD MORE THAN 25,000 UNITS IN THE FIRST THREE MONTHS."

Paul Baldwin, Product Manager, Domark Software



THE APPLE GAMES SPROCKETS SDK —AVAILABLE ROYALTY-FREE TO ALL DEVELOPERS—HAS EVERYTHING YOU NEED TO EASILY CREATE MACINTOSH ENTERTAINMENT SOFTWARE.



WITH THIS SMILING FACE ON YOUR PACKAGING, CUSTOMERS WILL KNOW AT A GLANCE THAT YOUR PRODUCTS RUN ON MAC OS-BASED SYSTEMS.

88%

of recent Macintosh computer home buyers report purchasing new software for their systems within six months of purchase, averaging six packages per customer.

MACINTOSH RECENT BUYERS STUDY, APRIL 1996

MANAGING THE HOME

These days, families are using Macintosh computers to manage many aspects of their lives. They're preparing their income taxes, balancing their checkbooks, monitoring their investments. They're keeping track of addresses, designing their backyards, even storing family photos on CD-ROM. Developers with innovative ideas that give people new and better ways to use Macintosh computers to manage their homes are assured a receptive audience.

STANDING OUT When it comes to business, Apple is committed to maintaining its "stand out" position as the ease-of-use leader in small business, and to fitting into the large enterprise environment. With the help of our developers, we are concentrating our efforts on delivering best-of-class solutions in key business segments: publishing; new media; science, engineering, and design; and small business.

Together, we are transforming powerful technologies into real-world solutions that free our customers to focus on creativity and productivity in their work. We're helping businesses to communicate, collaborate, and present their work in new ways—integrating audio and video, working on the World Wide Web, and working on-the-go from any corner of the universe. Partnering with developers—

The driving force behind

PUBLISHING

Apple has extended its pioneering role in desktop publishing to encompass digital publishing and electronic media. Today our vision of publishing is simple: enable people to package and communicate information in any media, at anytime.

This vision goes beyond desktop publishing to network publishing: a group of individuals using several computers over a linked network—local or remote—to create output. And it extends across media to print, television, CD-ROM, and the World Wide Web. We are working closely with developers to provide targeted solutions that dramatically enhance customers' ability to communicate their messages.

APPLE'S MASTERS OF MEDIA PROGRAM SHOWS CUSTOMERS HOW TO EASILY INTEGRATE AND COMMUNICATE THEIR MESSAGES ACROSS ALL MEDIA USING PRODUCTS FROM MORE THAN 40 THIRD-PARTY DEVELOPERS.

40%+ Apple has more than 40 percent of the market share in worldwide commercial desktop publishing.
APPLE AND THIRD-PARTY DATA, 1995



80% of all computers used in the United States color publishing market are Macintosh.
GRIFFIN DIX RESEARCH ASSOCIATES, 1996

new media

NEW MEDIA

Creative artists—from film to video to music—are using Macintosh computers to author, create, and deliver their work better, faster, and more efficiently. This is happening thanks to innovative Apple technologies and the excellent price/performance ratio of RISC-based Power Macintosh® systems.

From interactive music CDs to full-motion video on the Internet to virtual reality on the desktop, customers are using Apple products to explore their creativity, collaborate with others, and communicate the results in real time via new media. A new frontier is opening, and with it, new prospects for developers.

QuickDraw™ 3D



APPLE'S QUICKDRAW™ 3D RAVE (RENDERING ACCELERATION VIRTUAL ENGINE) API IS A BREAK-THROUGH IN HIGH-PERFORMANCE 3D GRAPHICS FOR THE MAC OS, WINDOWS 95, AND WINDOWS NT PLATFORMS.

"WE HAVE LOOKED AT ALL PLATFORMS. TO BE ABLE TO BE THE MOST CREATIVE, PROFITABLE, AND GET GREAT WORK DONE, WE'VE CHOSEN THE MACINTOSH."
David Russek, CEO, Mixed Media Music

72% of multimedia developers prefer Macintosh computers for developing titles.
GISTICS, 1995



providing you with the tools, support, and market access programs you need to deliver these solutions profitably—is core to our solutions-driven business strategy.

Apple's primary focus in the large enterprise environment is on ensuring that our products fit in seamlessly so that our corporate customers can take advantage of our outstanding technologies. We make sure that Macintosh is a "responsible client" by supporting leading databases (Oracle, DB2, Sybase, Informix), server/networking platforms (Novell NetWare, UNIX®, Windows NT), and Internet/Intranet protocols.

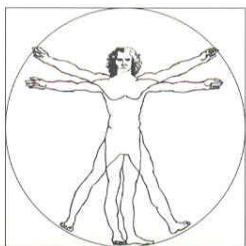
FITTING INTO THE ENTERPRISE

creativity in business.

SCIENCE, ENGINEERING, AND DESIGN

Superior performance. Ease of use. Powerful solutions that enhance productivity and profitability. Macintosh computers have always been popular with scientists, engineers, and designers because they help them in all aspects of their work: visualizing data in 2D and 3D; sharing documents, accessing information, collaborating with others in real time via the Internet; and presenting their work to others.

Customers are eager for, and willing to invest in, the latest software to stay competitive. PowerPC performance combined with new technologies such as QuickDraw™ 3D mean unique solutions and new revenue opportunities for developers.



**MAC
SCITECH**

MACSCITECH IS AN INDEPENDENT, PROFESSIONAL ASSOCIATION OF MORE THAN 1,500 SCIENTISTS AND ENGINEERS FROM MEDICAL, UNIVERSITY, AND MANUFACTURING ORGANIZATIONS FOCUSED ON ENHANCING AND PROMOTING THE EFFECTIVE USE OF MACINTOSH IN SCIENTIFIC AND ENGINEERING APPLICATIONS.

85%

Recent tests found that the Power Macintosh 9500/132 ran engineering and scientific applications more than 85 percent faster than an equivalent 120-megahertz Pentium processor-based PC.

COMPETITIVE ASSESSMENT SERVICES



TO RAISE AWARENESS AND INCREASE DEMAND FOR YOUR MACINTOSH BUSINESS SOLUTIONS, THE APPLE BUSINESS CONSORTIUM SPONSORS HUNDREDS OF SEMINARS AND TRADE SHOWS FOR SMALL BUSINESS CUSTOMERS.

SMALL BUSINESS

As corporations downsize, small businesses are on the rise, comprising 54 percent of the United States workforce today. With their ease of use and reliability, Apple products have always been a favorite with small businesses lacking dedicated IS resources.

Small business customers are aggressive adopters of new technologies that enhance productivity and make them "look big," and for that, many are willing to pay a premium. They are looking for solutions that help them grow their business, communicate with their customers, and manage their business assets. And with the OpenDoc component software architecture, the market for vertical add-on components promises new developer business opportunities.


"CLARISWORKS® WITH OPENDOC (CONTAINER SUPPORT) SUPPLIES A TIGHT, HIGHLY INTEGRATED PRODUCTIVITY PLATFORM WITH A LARGE INSTALLED BASE, A READY MARKET FOR DEVELOPERS, AND AN EFFICIENT PRODUCTIVITY PLATFORM FOR ORGANIZATIONS."

Dataquest, 1996

\$5.2B

Small businesses in the United States spent \$5.2 billion on software in 1995. Those with under 20 employees, Apple's target market, accounted for over two-thirds of the total.

INTERNATIONAL DATA CORPORATION, MARCH 1996



WELCOME TO CYBERSPACE Apple's goal in "cyberspace" is to define the media-rich user experience for the Internet—from creating to delivering to accessing multimedia content—making the "Net" experience as rich and friendly as the Macintosh experience.

Developers have already propelled Apple to a leading Internet position and we're committed to an open systems architecture and multi-platform standards to

The coolest technologies

creation

CREATION

High-quality content is central to the Internet experience. Leveraging our number one position in desktop publishing and multimedia content creation, Apple is already leading the way in media-rich, interactive Internet content creation.

We are building a media layer directly into the Mac OS, adding the components necessary to make the Macintosh the optimal rich media content and application development platform for the Internet. And we are working with third-parties to expand content-creation tools to include support for standards-HTML editing, Java dynamic page creation, and creation of applets and plug-ins. Because the Internet is for all of us, Apple will continue to ensure the availability of a comprehensive set of tools that will empower all levels of content creators, from professional developers to school-age children, to create information to be shared on the Internet.



QUICKTIME, APPLE'S MULTI-PLATFORM INDUSTRY STANDARD ARCHITECTURE HAS BECOME THE MOST PERVASIVE TECHNOLOGY FOR CREATING, INTEGRATING AND DELIVERING MULTIMEDIA CONTENT ON CD-ROM AND THE INTERNET.

41% of webmasters use Macintosh computers to create their web graphics.
MIRAI, 1995

COCOA, A NEW TOOL FROM APPLE, ALLOWS CHILDREN TO CREATE ANIMATED SIMULATIONS FOR THE INTERNET AND SHARE THEIR WORK WITH OTHERS, STIMULATING CREATIVE THOUGHT AND TEACHING PROBLEM SOLVING.

ensure our continued mutual success. Already, the Mac OS offers full support for IP networking, and we're embedding Java technology in all our platforms. We're also contributing cross-platform standards of our own to the Internet, such as QuickTime® and QuickDraw 3D. And we're making all our systems "Internet-standard" so there's a ready market for your Internet solutions. Together, we can welcome our customers to the ultimate cyberspace experience.

Webcasts are one of the hottest attractions on the Internet, and Apple QuickTime technologies are leading the way. Apple recently pioneered webcasts of the Sundance Film Festival and the 1996 GRAMMY awards, bringing together the power of multimedia, the Internet, and mobility. The QuickTime Live! online coverage enhances traditional television broadcasts of events by allowing Macintosh computer users and PC users alike to become "virtual VIP attendees," including viewing live backstage interviews with artists and award winners in full, high-quality color.

LIVE! ON THE WORLD WIDE WEB WITH QUICKTIME

for the hottest game in town.

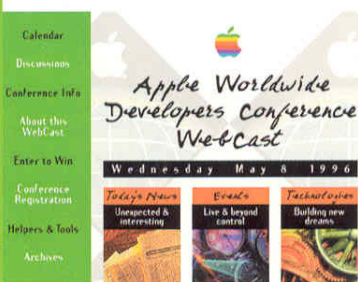
DELIVERY

From setting up a home page to web-casting the Olympics, Apple is making it easy for "the rest of us" to deliver content on the Internet. We offer a broad range of Internet server solutions, from very affordable Mac OS-based servers that dominate in ease of use to powerful UNIX-based Network servers which offer impressive performance and stability.

To realize our vision of empowering anyone to create and deliver Internet content, we are building Internet capabilities into all our products. We are migrating all Mac OS LAN services to the Internet, including Apple Remote Access and AppleShare. The next generation of AppleShare will be built around IP standards. And we will be increasingly incorporating personal Internet services into the Mac OS giving every user the power to publish on the Internet.

"NEVER UNDERESTIMATE THE RICHNESS OF THE MAC OS AND THE PERFORMANCE OF APPLE SERVERS. YOU CAN HAVE FUN, DO WONDERS, AND BUILD A HEALTHY BUSINESS."

Cbuck Shotton, Author of MacHTTP and WebSTAR®, Founder, BIAP Systems, Inc. (1993); Senior Vice-President, StarNine (1995); Fellow, Quarterdeck Corp. (1996)



APPLE'S POWERFUL NETWORK SERVERS OFFER THE ABILITY TO HANDLE MILLIONS OF HITS PER DAY AT VERY LOW ERROR RATES AND GREAT RESPONSE TIME. THE 1996 WORLDWIDE DEVELOPERS CONFERENCE WEB-CAST SITE RECEIVED OVER 780,000 HITS ON THE FIRST DAY OF THE CONFERENCE!

#2 Apple is the number two Web server platform, second only to UNIX-based servers. MIRAI, 1995

ACCESS

Already, all Macintosh products ship with Internet access software and we are rapidly moving all our products—from Macintosh to Newton to Pippin—from "Internet optional" to "Internet standard." This means providing adequate system RAM, high-speed networking capabilities, and the appropriate software to deliver a complete out-of-the-box Internet experience to users and a ripe market for developers.


But Internet access goes beyond hardware and browsing. Cyberdog™, an innovative new Apple technology, truly harnesses the power of the Internet. Based on OpenDoc, Cyberdog integrates Internet services into the Mac OS, bringing live links and views of the Internet into any OpenDoc application. And because Cyberdog is completely extensible, developers can build plug-in parts. Apple is building the "Net" into everything we do. And that spells opportunity for Apple developers.



WITH CYBERDOG, A POWERFUL EXTENSION OF THE MAC OS THAT USES OPENDOC TECHNOLOGY, DEVELOPERS WILL BE ABLE TO SEAMLESSLY INTEGRATE INTERNET ACCESS INTO THEIR APPLICATIONS.

"TODAY, NO ONE WOULD CONFUSE THE INTERNET WITH EASE OF USE. APPLE IS THE COMPANY THAT CAN DELIVER THAT." Eric Schmidt, Chief Technical Officer, Sun Microsystems, Inc.

#1 The Macintosh is #1 for Internet access in Japan, with 39% market share. CYBERSPACE JAPAN



A COMPETITIVE EDGE Apple platforms can be your best allies when it comes to delivering superior solutions that help you stand out from the crowd. From desktop computers to personal digital assistants to "information appliances" for the home, we offer a broad range of powerful, innovative foundations for launching and growing your business.

What's more, we've designed our platforms to help you leverage your development efforts. Create a title for Pippin,

Superior platforms to

MACINTOSH

Macintosh systems have always been at the leading edge of personal computing. Ease of use. Plug and play. Multimedia. PowerPC performance. For developers, that means a rock-solid foundation for development and differentiation.

From Performa® to Power Macintosh to PowerBook to Workgroup Servers, you can target a wide range of systems. And by focusing on fewer hardware and software configurations within each product line, we're helping to lower your testing and customer support costs, so you can focus on innovation. And that's easy to do with the powerful Mac OS—the best 32-bit operating system available today. With new and innovative technologies such as OpenDoc, Open Transport, QuickDraw 3D, QuickTime VR, and Cyberdog built right in, you can immediately begin to create better solutions that will give you, and your customers, the advantage.



MacTM OS

THE MAC OS WAS RATED **THE BEST 32-BIT OPERATING SYSTEM**—OVER WINDOWS 95, WINDOWS NT, AND IBM OS/2 WARP IN THE FEBRUARY 1996 ISSUE OF *PC WORLD* MAGAZINE.

"IN THE INEVITABLE COMPARISON TO WINDOWS 95, WE HAVE TO SAY THAT COPLAND [MAC OS 8] IS BETTER."

BYTE magazine, June 1995

FROM THE TOOL BOX AND FONT MANAGEMENT TO WORLDSRIPT AND APPLE LANGUAGE KITS, APPLE'S INTEGRATED TECHNOLOGIES **ENSURE THAT YOUR PRODUCTS ARE WORLD-READY FROM THE START, PROVIDING FAST ENTRY TO GLOBAL MARKETS.**

and it will run on Mac OS-based computers. Develop a Mac application for the United States, and quickly go global. Use cross-platform technologies such as QuickTime to develop on one platform and deliver on many. For developing your best-of-class solutions, start with best-of-class platforms from Apple.

- > **OPPORTUNITIES FOR INNOVATION** The latest graphics, multimedia, and communication technologies are built right into Mac OS 8, as is OpenDoc, which promises new development opportunities and code reuse efficiencies.
- > **MORE PRODUCTIVE DEVELOPMENT** Mac OS 8 will help you develop products faster and deliver better products that cost less to support. It will offer a RISC-optimized microkernel, preemptive multitasking, protected memory, improved I/O structure, improved virtual memory, and built-in "world-ready" technologies.
- > **IMPROVED MARKET GROWTH** Mac OS users upgrade software early and often. Take advantage of new Mac OS 8 capabilities and you should benefit from a boost in upgrade sales.

THE MAC OS 8 ADVANTAGE

launch best-of-class solutions.

NEWTON

Newton applications are springing up around the world. The reason: a functional form factor complemented by a development environment unparalleled in its flexibility. Newton is a powerful platform for commercial, vertical, and custom applications development.

The open, RISC-based Newton platform includes the award-winning Newton 2.0 operating system and communications infrastructure. Newton development tools, which run on both Mac OS and Windows-based computers, provide rapid prototyping features, libraries of extensible components, and an interactive development cycle that lets you see results in seconds, so you can bring products to market faster. Easy hooks let you synchronize your Newton applications with your desktop applications. And content developers can easily leverage their investments across yet another promising platform.



THE NEWTON 2.0 OPERATING SYSTEM WON THE MOBILITY AWARD FOR SYSTEM SOFTWARE AT MOBILE INSIGHTS '96, PREVAILING OVER WINDOWS 95, MAGIC CAP, AND GEOWORKS' GEOS.

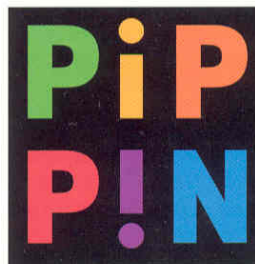
"THE SOPHISTICATED COMMUNICATIONS ARCHITECTURE IN THE NEWTON 2.0 OPERATING SYSTEM ENABLED US TO CREATE NETHOPPER, THE FIRST AND ONLY PERSONAL DIGITAL ASSISTANT-BASED WORLD WIDE WEB BROWSER AVAILABLE TODAY. THIS TYPE OF NEWTON INTERNET-SAVVY APPLICATION HAS OPENED THE EXPLOSIVE INTERNET/INTRANET MARKETPLACE TO US."

Wayne B. Yurtin, Co-founder,
AllPen Software, Inc.

P I P P I N

Leveraging our expertise in multimedia, RISC architecture, and ease of use, Apple designed Pippin: a PowerPC processor-based network computing platform optimized for simple, low-cost delivery of interactive content—both CD-based and online. Users can play multimedia titles and connect to the Internet via a modem using a television as a display. Pippin will make new media content easier and more affordable to access for far more people than today's personal computers allow.

For developers, Pippin means new and leveraged business opportunities: Develop a title for Macintosh and it can be easily modified to run on Pippin; develop a title for Pippin and it will run unmodified on Mac OS-based systems. And to ensure the greatest global market penetration, lowest costs, and quickest innovation on the platform, Apple is licensing Pippin to multiple manufacturers. The first licensee, Bandai Digital Entertainment, is already shipping a "home appliance" in Japan based on Pippin technology and plans to ship one for the United States in September 1996.



\$100M

Bandai has committed to spending \$100 million to create a new market based on Pippin products.

DEDICATED TO YOUR SUCCESS

Apple highly values its developers and is dedicated to supporting your success. To that end, we offer a full spectrum of products, services, and programs to meet your technical and marketing needs.

As your needs grow, our offerings can grow with you. Many of our services are available free of charge. Visit our World Wide Web site. Subscribe to a list server. Browse

through our Developer Catalog and select just the resources you want; or join one of our comprehensive technical platform or market solutions programs to ensure a regular, ongoing communications channel with Apple. Getting started and staying up-to-date on Apple development has never been easier, more economical, or more tailored to your needs. We have the resources you need to efficiently develop and successfully market your Apple products.

All the resources you need

TOOLS

Having the right tools makes all the difference. That's why Apple has been working hard to improve your productivity by making available a broad and rich selection of first-class development tools. Core tools for applications and component developers. High-level tools for solutions providers. Multimedia and Internet tools for webmasters and titles authors. Client/server tools for in-house and enterprise developers. Cross-platform tools for efficient deployment on multiple platforms. And that's just the beginning. Whatever type of development you're doing, Apple and our tools partners have the tools to help you rapidly and efficiently take advantage of "stand out" Apple technologies and deliver leading-edge solutions that will put you ahead of the competition.



APPLE'S ONLINE DEVELOPER CATALOG IS FULL OF MORE THAN 200 DEVELOPMENT TOOLS AND RESOURCES FOR DEVELOPING COMMERCIAL APPLICATIONS, COMPONENTS, CUSTOM SOLUTIONS, OR THE WORLD'S MOST COMPELLING MULTIMEDIA TITLES.

40K+

Since Metrowerks released its cross-platform CodeWarrior development environment two years ago, the product's installed base has grown to more than 40,000.

DEVELOPMENT SUPPORT

Tools will get you started, and development support resources will speed you on your way. From training to documentation to sample code to programming-level technical support, Apple has a broad offering.

We make our materials available in as many mediums as possible, so you can access them when, where, how, and in the formats you prefer. Printed periodicals, online training, development kits on CD-ROM. And, you can always find the latest and greatest information and resources on our award-winning World Wide Web site. We want to make your product development cycle as fast and easy as possible. Here's just a sampling of what's available.

DEVELOPERS REPORT THAT ON AVERAGE, APPLE DEVELOPER UNIVERSITY TRAINING HELPS THEM ADOPT NEW TECHNOLOGIES 8.5 WEEKS FASTER AND SHORTENS TIME TO MARKET BY AS MUCH AS 7 WEEKS.

APPLE DEVELOPER UNIVERSITY

- > Instructor-led, self-paced, or World Wide Web-based course
- > Introductory to advanced courses
- > Development tricks from the experts to boost productivity

DOCUMENTATION AND SAMPLE CODE

- > Inside Macintosh
- > Human Interface Guidelines
- > Technical notes
- > Sample code
- > *develop*,™ The Apple Technical Journal
- > Developer CD series
- > Mac OS Software Developer's Kit
- > Essentials • Tools • Objects CD

TECHNICAL SUPPORT

- > Programming-level technical support via e-mail
- > Access to Apple's Technical Support On-site Lab
- > Third-Party Compatibility Test Lab

DEVELOPER PROGRAMS

- > Macintosh Developer Program
- > Newton Developer Program
- > Apple Media Program

Whatever you want to know about Apple development, you're almost guaranteed to find it in cyberspace. Available round-the-clock and round-the-world, our award-winning World Wide Web and FTP sites contain all the information you need to answer a question, help you make a decision, or just get your development work done:

- Marketing information
- Technical resources
- Event information and registration
- Documentation
- Seeding software
- Online training

Visit our World Wide Web site at <http://www.devworld.apple.com/> and find what you're looking for.

APPLE ONLINE: 24-HOUR ACCESS

every step of the way.

MARKETING SUPPORT

Our support of your success doesn't stop with the development process. Because our customers and your customers are one and the same, we want to help raise awareness of third-party solutions that will meet customers' needs.

We are committed to providing our developers with more and better marketing resources and programs than ever before—and on a systematic, ongoing basis. From market planning information to channel access programs to customer promotions, we want to provide you with as many opportunities as possible to generate demand for your shipping products. Just some of the available marketing resources follow.

"LICENSING THE MAC OS LOGO HAS BEEN ONE OF THE BEST EXAMPLES OF HOW APPLE DOES IT RIGHT! THE PROCESS IS STREAMLINED, AND EFFICIENT, AND THE LICENSING PROCESS WAS A BREEZE. GOOD JOB, APPLE!"

Ashley McConnaughey,
BEEDEE Corporation

WORLDWIDE MARKET PLANNING INFORMATION

- > Market size, trends, emerging opportunities
- > Customer profiles, statistics, trends
- > Channel trends, opportunities
- > Product Information

PROMOTIONAL ACTIVITIES

- > Third-party product listings, directories, solutions guides
- > World Wide Web listings and links
- > Package labeling programs

JOINT MARKETING OPPORTUNITIES

- > Public relations
- > Events/trade shows
- > Advertising
- > Direct mail
- > In-box promotions
- > Merchandising

MARKETING SUPPORT PROGRAMS

- > Education Solutions Provider Program
- > Apple Solution Professionals Network
- > Apple Media Program
- > Value-Added Reseller Program

6 Communications

"I BELIEVE WHAT YOU NEED IS SIMPLE: A PLATFORM ON WHICH YOU CAN BEST DELIVER THE SOLUTIONS YOUR CUSTOMERS WANT, A PLATFORM PROVIDER THAT WORKS WITH YOU TO MAKE YOUR PRODUCTS THE BEST THEY CAN BE, AND A MARKET THAT PROVIDES AN ATTRACTIVE BUSINESS PROPOSITION FOR DOING SO."

Heidi Roizen, Vice President,
Apple Developer Relations





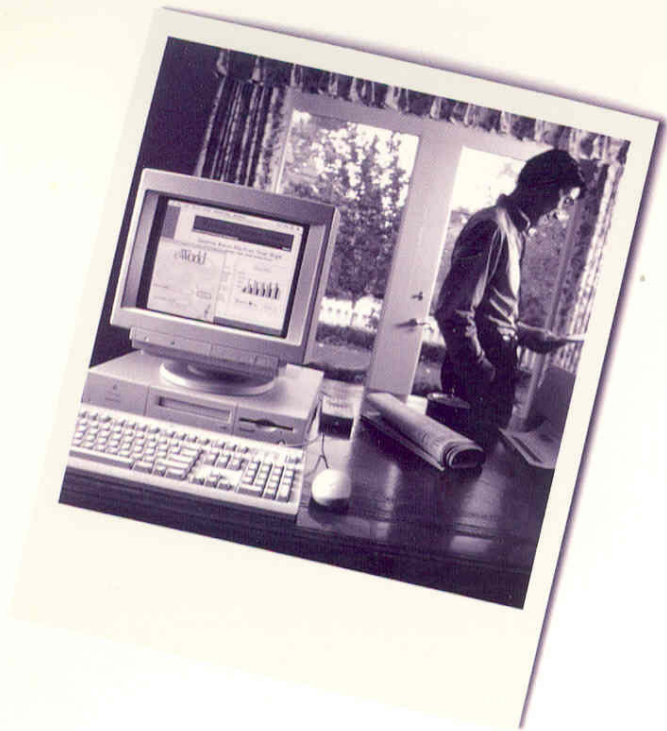
An equation that adds up.

- A solid strategy
 - + A big, growing installed base
 - + Loyal, satisfied customers
 - + Leadership in key markets
 - + Technologies to differentiate products
 - + Platforms to launch superior solutions
 - + A commitment to developers' success
-
- = A business proposition worth looking into
-

Why wait?

<http://www.devworld.apple.com/>

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Cupertino, CA 95014,
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